NEW YORK YOUTH CONCERTS ASSOCIATION, INC.

277 WALNUT STREET, ENGLEWOOD, N. J.

ENGLEWOOD 3-2776

DIRECTORS

MRS. WALLACE M. SCUDDER
PRESIDENT

PRESTON M. NEILSON
VICE PRESIDENT

MRS. ELIHU ROOT, JR.
SECRETARY

WILLIAM R. BAYES
TREASURER

November 9, 1949

WHEELER BECKETT
CONDUCTOR

JANE BERKELEY
RESERVATIONS
CHAIRMAN

ENGLEWOOD 3-2776

Mr. Eugene Exman
Chairman, Music Committee
Riverside Church
New York, N.Y.

Dear Mr. Exman:

I enjoyed our brief conversation last Sunday and am writing you, at your suggestion, a somewhat detailed account of how the figures on a symphony concert at Carnegie Hall would work out. If the Riverside Church would like to give such a concert, at which its fine musical talent would be the principal feature, the New York Youth Concerts Association can make the following offer.

If the church organization will give us a check for $4,850.00 we will furnish the following;

1) Seventy members of New York's famous orchestra under my direction, with John Corigliano, concertmaster and all the first players of wind and percussion., harp, librarian and two stagehands. One rehearsal is included in this price.

2) Carnegie Hall for an evening performance with the use of the Hall for the rehearsal. Besides the rental of the Hall ($750.00) the following services are included in the package price: ushers and personnel, box office, printing of tickets, programs the night of the performance, poster and poster space outside on the street, chairs for the chorus and public address system. (Risers for the chorus would be 96.00 extra.)

3) The government tax on the tickets amounting to about $800.00 We pay the tax out of the$4,850.00. Hence you keep the entire amount of the total printed on the ticket, for example, Parquet 1.25, tax 25¢, total $1.50. You keep the entire $1.50 because you have already paid the tax in the package price. In case all the tickets are not sold the balance may be returned to the Youth Concerts Association and the amount of the tax on these unsold tickets will be refunded to the Church.

In order to make such a concert "pay out" it would be necessary to sell all of the 2760 seats at the following prices. These prices are only suggestions; other combinations are possible and perhaps better suited to your purpose.

I omitted the soloist allowance of $500 from this budget because it was suggested that Mr. Fox would play for no fee since it was for the church. The original amount was $5,350.00, you will remember

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CARNEGIE HALL: CAPACITY 2760 SEATS

SCHEDULE OF PRICES

(All Prices quoted include the tax)

Parquet Seats:	496 @ $1.50 and 500 @ $2.00	$1,744.00
Lower Boxes seating 8:	32 Boxes @ $24.00 ea.	768.00
Upper Boxes seating 8:	31 boxes @ $20.00 ea.	620.00
Dress Circle:	414 seats @ $1.50 and $1.75 (first rows)	763.00
Lower Balcony:	568 seats @ $1.25	710.00
Upper Balcony:	270 seats @ $1.00	270.00
TOTAL	2760 seats	4,875.00

As for the date of the concerts I have no doubt but that it should be in the spring, so that ample time is provided for preparation. A committee of say 200 persons, could sell the entire house out if each one sold 14 tickets. Naturally many of the seats would be taken by church members, but a still greater number would in all likelihood be bought by the general music-loving public which has all too few chances to hear fine symphonic music at such prices. This plan would reduce advertising to a minimum.

The soloist of the evening would be Virgil Fox, for whom I have the greatest admiration. The fine choir, augmented to say 100 voices, would also have its part with the solo singers. In such a setting it would not be necessary to confine the activities of the choir to sacred works. And if something of fine quality could be prepared it would act as a refreshing change to the singers with an equally enthusiastic response from the audience.

I might suggest (among many others that occur to me) a sample program.

Prelude to Lohengrin — Wagner
Symphony in D minor — Franck
Intermission
Concerto for Organ and Orchestra — Handel
Virgil Fox
Medieval Poem for Organ and Orchestra — Sowerby
Choral Work, Chorus, Soloists, Organ and Orchestra (?)

Another idea that is interesting musically would be to include as a part of the concert some remarks from the stage, (as I do at the Youth Concerts) on the instruments of the orchestra and then have the men come forward and demonstrate their instruments. So many people, alas, are in the dark on this matter. They are usually most grateful to be enlightened. Of course this should be brief and not formal. We don't want a musical lecture! Heaven forbid. I have done this many time and it seems to be appreciated. Altogether my total remarks would not add up to 6 minutes and the demonstrations about the same.

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I need hardly tell you how beautiful 70 members of this great orchestra sound. One can hardly distinguish them from the full group of 104 players, the difference being only in the number of strings.

Should this interests you and your committee sufficiently to make you feel that you wish to do this concert I suggest that the first step would be to get a group to underwrite the concert to the extent of securing the date - March 3rd, a Friday night - excellent in every respect, so that you would be sure of being able to do the concert. This is the one and only night available until the end of the Philharmonic season. I do not think that this date will remain available much longer. I have an option on it in the name of our Association. There are other options on it also. Two hundred dollars would be sufficient to hold the date, being the first payment on the rent of $750.00.

Very sincerely yours,

Wheeler Beckett

Conductor, New York Youth Concerts Assoc.

P.S. You asked how our price would compare with other prices of symphony concerts. The New York Philharmonic Society states that each of their concerts costs 8,591.00. This figure is given in their leaflet asking for the support of the radio audience. Of course the amount covers the entire 104 men of the orchestra. However it represents a pro rata cost on weekly salaries while our price is on the basis of a single engagement. Single engagements are proportionately higher, the rates being set by the musicians union. Furthermore our price of $4,850.00 includes $800.00 tax on the tickets. To make a comparative price for"orchestra, conductor and rental of Carnegie Hall"our price should be reduced by that amount. In other words we can give you 2/3 of the orchestra for an evening performance in Carnegie Hall with rehearsal for $4,050.00 against the other price of two-thirds of $8,591.00 or $5,728 - a difference of $1,678.00.